

FACILITATE
MARKET ENTRANCE

MITIGATE
CORPORATE RISKS

ACCELERATE
BUSINESS GROWTH


Abroader[™]
Cross Border Consultancy



**Corporate Profile: Abroader
Consultancy India Pvt Ltd**

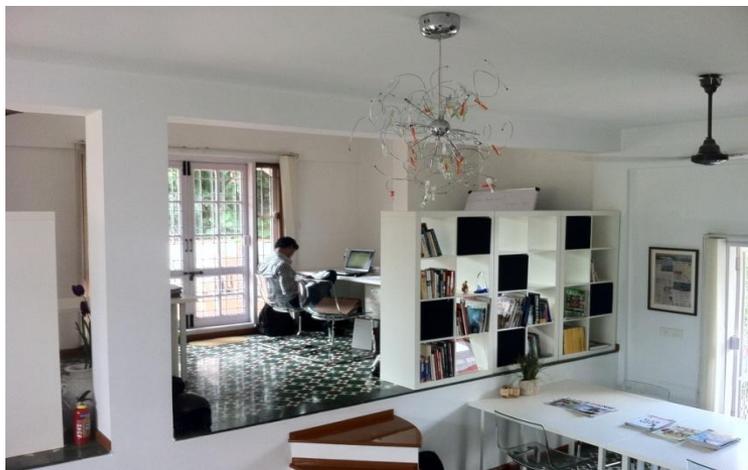
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ABOUT ABROADER CONSULTANCY INDIA PVT LTD

Your India Market Entrance Partner

About us:

- Established in 2001.
- Headquartered in Goa, India.
- Track record in Europe, Asia and North America.
- Senior team of international Business Consultants.
- Extensive business network in India.
- New market business development.
- Advise to multinationals and specialized (S)ME's.



Area of Services; Business Acceleration & Risk Mitigation:

- Market entry strategy & local implementation
- Partner search & selection
- Business intelligence
- Feasibility studies
- Due diligence
- Mergers & Acquisitions advisory
- Deal structuring & negotiation support
- Post investment local support

WHY WORK WITH US?

Our Added Value for your Ambitions in India

Flexibility

Our approach is fully **tailor-made** to individual client needs, providing an international contact point, yet local resources to support your activities.

Focus on success for our clients – objective and experienced

We provide an **unmatched track record** in supporting clients to establish and expand in India. Through our work in different sectors, we have accumulated a wealth of experience that we apply to our clients' benefit.

Implementation Support

We **operationally assist** clients in penetrating new markets. Our job is not telling clients what to do, but actually getting it done. From potential to reality, that's what we offer.



Local Presence, International Approach

We have the **local expertise** and **resources** to support clients from business intelligence, through market entry strategy development to local execution. Our local presence in emerging markets is vital to success.

Market Entrance Specialist

We have a clear focus on emerging markets. Our local offices include sector experts with **extensive networks** that know what it takes to succeed in the respective country.

We pride ourselves on getting beneath the surface in emerging markets and understanding what is really happening.

SERVICES IN DETAIL

Our Added Value

FACILITATE MARKET ENTRANCE

- Incorporation
- Post incorporation
- Partner Search
- Trade Show Representation
- Business Intelligence
- Selection and set up of new office spaces
- Team Recruitment
- Licensing and Government

Market Support

MITIGATE CORPORATE RISKS

- Legal Support
- Banking
- Finance and Control
- Audit Supervision
- IP and Trade Mark Registration
- Resident/Independent Director Services

Risk Management

ACCELERATE BUSINESS GROWTH

- Mergers and Acquisitions
- Business Development
- Tender Bidding
- Joint Venture and Partners
- Sourcing Networks
- Identification of Production Facilities
- Identification of Contract Manufacturers
- Marketing and Press

Strategic Growth

WHAT WE HAVE DONE

Our Key Contributions Across India's Business Landscape

Knowledge Management

Established over 35 R & D and Knowledge Transfer collaborations between Indian and foreign companies.
Delivered 'Doing Business in India' seminars to over 100 companies

Market Entry and Growth

Introduced more than 200 foreign companies to the Indian market.
Won more than 12 public BID's for trade, investment and marketing projects between India, Europe and North America.
Prepared business plans for more than 20 Green Field ventures in India.

Project Management and Execution

Incorporated 10 new ventures in India for clients in Europe and North America.
Prepared, supervised and delivered more than 60 international (market) research reports.
Executed 7 Indo-Dutch technical assistance and advisory projects.
Obtained financial support from more than 15 governmental project funding organisations.
Organized and participated in more than 25 Trade Missions to, and from, India, across 9 sectors.

Tradeshaw Representation

Represented 40+ foreign organisations during tradeshaws and seminars in India.
Participated in more than 50 tradeshaws to represent foreign clients in India.

Partnerships and collaborations

Indian Matched more than 40 companies with Indian distributors to capture new export opportunities in India, across 9 sectors.
Obtained financial support from more than 15 governmental project funding organisations.

OUR TEAM

Our Founders

Carin Rustema – Director



Carin (MSc.) was born and raised in the Netherlands and holds a Master degree in Communication Science (University of Amsterdam) and 2 post-graduate degrees in Brand Management and Business Economics (University of Groningen, Netherlands). Carin has more than 17 years of experience in international business, both in India and abroad in more than 8 sectors.

She started her career in Europe (Netherlands, Italy) and worked in the food, human resources, telecom, travel and energy sectors, before moving to India in 2001 to co-found Abroader Consultancy. She has since initiated and lead many consultancy projects for foreign organisations in India in both the private and public sector.

Carin is the Founding Member of the India Netherlands Business Circle (Bangalore), member of the Bangalore Chamber of Commerce Food Expert Committee and author of various publications. She is Senior Visiting Lecturer at the biggest Tourism Management University in the world, with programmes in the Netherlands and Asia.

Pratap Raju – Director



Pratap (B.Tech, MBA), holds an Engineering Degree (JNTU, Hyderabad) and did his MBA at Symbiosis (Pune). He also holds a Post Graduate Diploma in marketing management (Maastricht, the Netherlands). Pratap has 3 decades of extensive international business and consultancy experience on 3 continents and in 9 different sectors.

He started his career in India and moved to Europe in 1991, where he held business development positions with international companies (Netherlands, Italy, US) in technology and food processing.

Since 2001, after co-founding Abroader Consultancy, he worked on investment, trade and partnership opportunities in India for foreign companies and governments. For three years (2009/12), he represented the Province of British Columbia (Canada) in India as their Trade and Investment Representative – with a focus on technology and innovation. In 2012, he chose to focus on Private Sector opportunities in India, offering services in investment, Mergers & Acquisitions and JV structuring. Pratap currently works with clients from Europe, Canada and the Middle East.

Countries we work with/in: The Netherlands, Belgium, UK,, Germany, Italy, Spain, Turkey, France, Denmark, UK, Israel, Dubai, Hong Kong, Thailand, Cambodia, Philippines, Indonesia, Singapore, Malaysia, USA and Canada.

OUR TEAM

Our Consultants

Investment Advisory Associate: Brian D'Souza

Brian was born in India and holds a Bachelor degree in Commerce and an MBA from Symbiosis Institute of Business Management, (Pune). He has over 25 years of finance and investment experience across 17 sectors in India and is exposed to a large network of Indian businesses (mid- to large scale), being based out of Mumbai – the financial capital of India.

Brian started his career with the Consumer Service Group of Citibank. After this, he joined the American Express Bank (Head Quarters, Mumbai) for 5 years, and helped setting up a boutique investment bank for one of the largest - cash rich - corporates in India. In 1995, Brian became an independent consultant, working on growth capital for scalable Indian businesses, raising capital from India and/or through overseas instruments. Till date, he has raised more than \$300 Million of funding for his clients and established a direct relationship with one of India's largest private individual investor – who is currently exposed to over a Billion Dollars of investment in India.

Principal Consultant: Kanishka Sharma

Kanishka, born and raised in Bangalore, studied at the Emerson College in Boston (Bachelors in Journalism & Publishing). She has more than 10 years of business experience in a variety of sectors, including Manufacturing, Food Processing, IT, HRM, Media and Entertainment.

Kanishka started her career in the US and moved to India where she worked for five years as an independent consultant for leading Indian IT organizations. After this, she became co-responsible for setting up a Green Field operation in the food processing industry in South India – financed by investors from The Netherlands and Belgium. She worked on the training of new teams, setting up the logistics and supply chain department and liaison with (local) governmental agencies.

She played a key role in international marketing and promoting the company, handled international and local investor relations. Kanishka has an extensive Indian business network and works across sectors to support foreign companies during their growth phase in India.

Our Consultants and Associates:

Our team of Senior Consultants and Associates have hands-on experience in promoting foreign investment and trade opportunities to businesses around the globe. They have extensive business experience in India and abroad and have worked for international investors throughout their careers.

OUR TEAM

Our Consultants

Principal Consultant: Edwin Katerberg

Edwin was born and raised in the Netherlands and completed his Bachelor of Business Administration (European Studies) at The Hague University (the Netherlands). He lived and worked in 6 different countries and has over 17 years of international work and management experience, including over 15 years in (South) India.

Edwin is specialized in establishing new (Indian) business ventures, setting up production units, (import and export) supply chains, international sales teams and agricultural companies (from farm extensions till actual processing).

His main professional focus has been on India where he has spent 15 years on sharpening his skills in quality management, production management, international logistics, import and export regulations, international marketing, trade representation activities, licensing, general management of production units and service industries.

He worked for various foreign investors and Indian firms in the Indian and foreign food industry.

Business Consultant: Akshara Walia

Akshara (BBA, MTDM) was born and brought up in Delhi, India. She completed her Bachelors in Business Studies (BBA) from Delhi University (DU) and graduated in 2013 at the Breda University of Applied Science – The Netherlands (Tourism Destination Management).

Akshara commenced her career in market research with Synovate Business Consulting (now part of Ipsos) in 2009 and was promoted to Associate Consultant within a year.

She worked for Indian and global accounts (Middle East, Turkey, Japan and Australia) and was involved in all aspects of the market intelligence field including desk and primary based research, in-depth project analysis, competitive benchmarking, market entry and top line market analysis.

She conducted multi-stakeholder destination research in Australia, Thailand and Indonesia and prepared reports on destination development, marketing and tourism issues. She dealt with different components of the value chain to propose sector broad solutions for development.

Akshara is fluent in English and Hindi and studied basic Spanish.

OUR TEAM

Our Consultants

Business Consultant: Rajeev Rao

Rajeev has over 2 decades of experience in a number of diverse business processes, including office establishment and incubation, sales management, output reporting, budgeting and finance, business development and technical talent management.

He completed his Bachelor's Degree in Chemical Engineering from the National Institute of Technology and has since spent over twenty years in various industries and sectors, managing processes, developing sales, establishing regional offices and branches and sourcing and recruiting the requisite talent for them.

He is especially well versed with the IT and Electronics sectors, as well as others like chemicals and solar power. From 1998-2007, he worked with RB Comtec in Bangalore where he established two regional offices in the South and recruited, developed and led the regional teams (of around 30 people). He went on to work towards revenue generation in a number of core sectors until 2013 when he shifted towards the private consultancy field. As a consultant at Abroader he provides Strategic consulting services for international clients in the fields of business incubation and operational set up, talent acquisition and management.

Rajeev speaks fluent English, Hindi and Oriya, and is well versed with Telugu.

Independent Consultant: Ajay Bhaskar

Ajay studied for a BA Honours in Economics from Hindu College, Delhi University and for a Masters in Management Studies in Marketing from S P Jain Institute of Management and Research, Mumbai. His career spans 21 years in management, sales, marketing strategy and advertising in India, Australia and Singapore. Ajay started his career in sales in the office automation sector in Delhi and Mumbai before moving on to Ogilvy & Mather Advertising as a media planner in Bangalore for four years. In this role, he created media strategies for brands including for Titan, IBM, Unilever, TVS Motors and Madura Garments.

Subsequently, he headed the Bangalore office for Madison Communication in Bangalore for two years overseeing brands like BPL (consumer durables / telecom) and Tata Tea (beverages) overseeing a large team. He then moved to Australia where he worked at OMD Sydney for over four years as Account Director on brands including Arnotts Campbells (biscuits/confectionery/foods) and NSW Lotteries.

He was at OMD Singapore for under a year before returning to Bangalore in 2006. Since then, he is an independent business and communication consultant and has worked across industries including media and entertainment, industrial goods, textiles, foods, real estate, apparels and the social sector for clients in India and abroad. His interest areas include developing strategies to solve problems relating to marketing, design, advertising, communication and research. Ajay is also a professional photographer and graphic designer. He is fluent in English and Hindi.

EXPERTISE IN KEY SECTORS

We provide Consultancy in Multiple Sectors



Food processing



Advanced Manufacturing



Transport & Logistics



Higher Education & Training



Media & Entertainment



Tourism & leisure



Biotechnology & Health



Infrastructure



Creative Sector

CLIENTS AND REFERENCES

Organisations our team has worked with



FMO

Finance for Development



Delta



CLIENTS AND REFERENCES

Organisations our team has worked with



CLIENTS AND REFERENCES

Organisations our team has worked with

foodtechholland



palmYra brands
inspiring people & business

**PANTRY
SHELF**



JOGREX

IMPORT TRANSIT EXPORT

VEGETABLES & FRUIT: FRESH - FROZEN - PRESERVES

AMORA



WÜNSCHE
Firmengruppe

 **Miedema**

SOURZ
food for thought



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